

# THE WORLD'S GREATEST BEVERAGE FOR CENTURIES



SERVING COFFEE ON WELCOMING A GUEST  
IN ANCIENT ARABIA.

It was Coffee the early Arabians chose to offer as an expression of their hospitality. So highly do these people value coffee that to this day no good follower of the Prophet concludes his morning prayer without wishing Gemil Eddin, patron saint of coffee, the highest joys of Paradise.



A STREET VENDER  
OF COFFEE IN  
PARIS—1700

A reminder of the popularity of coffee in France. Introduced at Court by Louis XIV., coffee gained instant vogue with the aristocracy. The French are to this day ardent devotees of their "petit noir."



AN EARLY COFFEE HOUSE  
IN CONSTANTINOPLE.

Very characteristic of the place and the period when the delights of coffee drinking were just being introduced in Turkey. To the enthusiasm of the Turk for Coffee may be traced its introduction into France.

LONDON COFFEE HOUSE  
POLITICIANS.

Disraeli says, "The history of the coffee house is often that of the measures, the morals and politics of a people." Certain it is that public opinion on politics, religion, philosophy and all the affairs of that day was developed and expressed over the coffee cup.



## The Favorite Coffee of the Most Critical of Modern Cities

With the advantage of all these centuries of coffee experience and with all the coffees of the world from which to choose, the greatest coffee merchants selected Yuban for their personal use. The day it was offered the New York public, its success was established. Thousands secured it immediately. Today Yuban, the pri-

ivate coffee of the greatest coffee merchants, is used in more New York homes than all other high grade packaged coffees combined. If you have not already tried Yuban, order it today. See why all who taste it say it has the flavor they have always wanted and have never before been able to get.